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## CLAIMS

1. A method of providing advertisements by an automatic transaction apparatus for executing a predetermined transaction with a user utilizing a transaction medium that stores identification information of the user, the method comprising the steps of:

reading the identification information stored in the transaction medium;

10 acquiring attribute information of the user corresponding to the identification information read out from the transaction medium; from a host computer connected with the automatic transaction apparatus through a network; and

15 displaying an advertisement corresponding to the attribute information among a plurality of advertisements registered for each of plural pieces of attribute information.

20 2. The method of providing advertisements according to claim 1, wherein

the automatic transaction apparatus accumulates the number of times of display of the advertisement every time it displays the advertisement, and wherein

25 the host computer acquires the number of times of display of the advertisement from the automatic transaction apparatus and, after a predetermined period of time has

passed, creates charging information corresponding to the number of times of display.

3. The method of providing advertisements according to  
5 claim 2, wherein

in the case where the advertisement is registered for the plural pieces of the attribute information, the number of times of display of the advertisement is accumulated for each piece of the attribute information.

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4. The method of providing advertisements according to  
claim 1, wherein

in the case where a plurality of advertisements are registered for the attribute information, one  
15 advertisement is selected for display depending on the priority set in advance for each advertisement.

5. The method of providing advertisements according to  
claim 1, wherein

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the automatic transaction apparatus issues a coupon corresponding to the advertisement after displaying the advertisement.

6. The method of providing advertisements according to  
25 claim 5, wherein

the automatic transaction apparatus accumulates the number of times of issuance of the coupon every time it

issues the coupon, and

the host computer acquires the number of times of issuance from the automatic transaction apparatus and, after a predetermined period of time has passed, creates charging information corresponding to the number of times of issuance.

7. The method of providing advertisements according to claim 6, wherein

10 in the case where the advertisement and a coupon corresponding thereto are registered for the plural pieces of attribute information, the number of times of display of the advertisement and the number of times of issuance of the coupon are accumulated for each piece of attribute information.

8. The method of providing advertisements according to claim 5, wherein

the automatic transaction apparatus issues the coupon by either printing of the coupon on a predetermined sheet or registering of data into the transaction medium.

9. The method of providing advertisements according to claim 8, wherein

25 the automatic transaction apparatus accumulates the number of times of issuance of the coupon for each issuance either by the printing or by the registering of data.

10. The method of providing advertisements according to claim 1, wherein

the attribute information includes at least one of  
5 the age, the sex and the balance in a deposit account set in a predetermined financial institution of the user.

11. The method of providing advertisements according to claim 1, wherein

10 the transaction medium is an IC card.

12. An automatic transaction apparatus for executing a predetermined transaction with a user utilizing a transaction medium that stores identification information  
15 of the user, the automatic transaction apparatus comprising:

a read-out unit for reading out the identification information stored in the transaction medium;

an acquisition unit for acquiring attribute  
20 information of the user corresponding to the identification information read out from the transaction medium, from a host computer connected with the automatic transaction apparatus through a network;

a storage unit for storing at least one advertisement  
25 corresponding to each of plural pieces of attribute information; and

a display unit for displaying the advertisement

corresponding to the attribute information from advertisements stored in the storage unit.

13. The automatic transaction apparatus according to  
5 claim 12, wherein

the automatic transaction apparatus comprises a calculation unit for accumulating the number of times of display of the advertisement every time the advertisement is displayed, and wherein

10 the calculation unit transmits the number of times of display of the advertisement to the host computer that creates charging information corresponding to the number of times of display after a predetermined period of time has passed.

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14. The automatic transaction apparatus according to claim 13, wherein

the calculation unit accumulates the number of times of display of the advertisement for each piece of the  
20 attribute information in the case where the advertisement is registered for the plural pieces of attribute information.

15. The automatic transaction apparatus according to  
25 claim 12, wherein

the display unit selects one advertisement depending on the priority set in advance for each advertisement and

displays the selected advertisement in the case where a plurality of advertisements are registered for the attribute information.

5 16. The automatic transaction apparatus according to claim 12, wherein

the automatic transaction apparatus further comprises an issuance unit for issuing a coupon corresponding to the advertisement after displaying the advertisement.

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17. The automatic transaction apparatus according to claim 16, wherein

the automatic transaction apparatus comprises a calculation unit for accumulating the number of times of issuance of the coupon every time the coupon is issued, and wherein

the calculation unit transmits the number of times of issuance to the host computer that creates charging information corresponding to the number of times of issuance after a predetermined period of time has passed.

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18. The automatic transaction apparatus according to claim 17, wherein

the calculation unit accumulates the number of times of display of the advertisement and the number of times of issuance of the coupon for each piece of the attribute information in the case where the advertisement and a coupon

corresponding thereto are registered for the plural pieces of attribute information.

19. The automatic transaction apparatus according to  
5 claim 16, wherein

the issuance unit issues the coupon by either printing of the coupon on a predetermined sheet or registering of data into the transaction medium.

10 20. The automatic transaction apparatus according to claim 19, wherein

the calculation unit accumulates the number of times of issuance of the coupon for each of the issuance by the printing or by the registration of data.

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21. The automatic transaction apparatus according to claim 12, wherein

the attribute information includes at least one of the age, the sex and the balance in a deposit account set  
20 in a predetermined financial institution of the user.

22. The automatic transaction apparatus according to claim 12, wherein

the transaction medium is an IC card.

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23. A transaction system executing a predetermined transaction with a user, the transaction system comprising:



an automatic transaction apparatus for accepting a transaction medium that stores identification information of the user; and

a host computer for communicating attribute  
5 information of the user, connected with the automatic transaction apparatus through a network, the automatic transaction apparatus comprising:

a read-out unit for reading out the identification information stored in the transaction medium;

10 an acquisition unit for acquiring attribute information of the user corresponding to the identification information read out from the transaction medium, from a host computer;

a storage unit for storing at least one advertisement  
15 corresponding to each of plural pieces of attribute information; and

a display unit for displaying the advertisement corresponding to the attribute information from advertisements stored in the storage unit.

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24. The transaction system according to claim 23, wherein the automatic transaction apparatus issues a coupon corresponding to the advertisement after displaying the advertisement.

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